

AN INVESTIGATION OF ANTECEDENTS OF BEHAVIORAL INTENTION IN A HOTEL SETTING

R. HEMANTH BABU¹, N. GIRI BABU² & T. NARAYANA REDDY³

¹Research Scholar, Department of Management, Jawaharlal Nehru Technological University Anantapur
Ananthapuramu, Andhra Pradesh, India

²Associate Professor, Department of Management Studies, Sri Venkateswara College of Engineering and Technology
(Autonomous), Chittoor, Andhra Pradesh, India

³Associate Professor, Department of Management, Jawaharlal Nehru Technological University Anantapur
Ananthapuramu, Andhra Pradesh, India

ABSTRACT

The study attempts to explore the antecedents and outcomes of behaviour al intention in a hotel setting. Specifically, it investigates the significant relationship of destination personality, cuisine experience and psychological well-being on behaviour al intention among the hotel visitors who visited Radisson Blu group of hotels, Bengaluru. A self-administered questionnaire was presented to the guests sampled to 315. A conceptual framework was developed in order to determine and test the propounding relationships of the key indicators of behaviour al intention. Findings indicate that destination personality, cuisine experience and psychological well-being exhibit a direct effect on both the items of behaviour al intention. In addition, cuisine experience and psychological well-being tend to act as mediating variables between destination personality and behaviour al intention; besides, cuisine experience exerts a weak relationship on psychological well-being.

KEYWORDS: Behavior al Intention, Conceptual Framework, Cuisine Experience, Destination Personality & Psychological Well-Being.

Original Article

Received: Mar 25, 2019; **Accepted:** Apr 15, 2019; **Published:** May 02, 2019; **Paper Id.:** IJHRMRJUN20198

INTRODUCTION

After witnessing the recent developments of value concept in Marketing, the conception related to hospitality has shifted from the traditional offerings of form and physical utility to the contemporary measures in the form of psychological wellness (Kaspar, 1990; Mueller & Kaufmann, 2001). The hospitality industry has become very vital, particularly in the country like India. It has got enormous possibilities for exploration; which is backed by its dynamic nature as well. The prominent key to ensure success in the industry is to create and deliver superior value among others (competitors). It can be done by understanding the needs and desires of the consumers; and it simplifications on value and revisit intention(Lin & Morais, 2009). The hotel guests gratified with physical and emotional wellness, experience the amenities, ambience and food (Lee, Ou &Huang, 2009).

Recent literature in the area of Services Marketing suggests that hotel guests' revisit intention tends to be a significant measure in expressing positive word of mouth, as it costs less for a hotel setting to focus on second or third-time visitors than first time visitors (Baker & Crompton, 2000; Um, Chon & Ro, 2006).

A study noted that behavioral intention can be formed through the structural relationships among the self dimensions (Um et al., 2006). Another study conducted by Woodside and Lysonski (1989) defines behavioral intention as “the perceived likelihood of the traveller in a time period of his/her choice”. Furthermore, the findings indicate that marketing variables, destination awareness, affective associations, visitors’ preferences and revisit intentions occupy a significant role in predicting consumer behavior. Many studies conclude that behavioral intention includes the determinants in the form of guests’ satisfaction (Baker & Crompton, 2000; Petrick et al., 2001); perceived value (Petrick et al., 2001); firm’s image (Li, Cai, Lehto & Huang, 2010; Lin & Morais, 2009); hotel guests’ intrinsic motivation (Li et al., 2010); and service quality (Baker & Crompton, 2000).

Nevertheless, past studies had shed light in exploring the relationship among destination personality (Lin, 2013; Chi et al., 2018), psychological wellbeing and experiences, the current research attempt at identifying the antecedents of behavioral intention. In particular, the researcher aims to:

- To identify the determinants of behavioral intentions with reference to select hotel chain.
- To critically examine the interrelationship among destination personality, cuisine experience, and psychological well-being on revisit intention.

THEORETICAL FOUNDATION AND HYPOTHESES DEVELOPMENT

The theories pertaining to Consumer Behavior were reviewed in understanding the determinants of revisit intention. Many recent studies in hospitality industry describe the concept of Planned Behavior as how individuals exhibit likely behavior by the pursuit of the subjective and objective measures of consumers’ attitude (Ajzen, 1991). Therefore, it was evident that the revisit intention of the hotel guests was based on the emotional and functional attributes of the hotel establishments.

Studies of the recent past indicate that the revisit intention of the hotel guests could be demonstrated with the help of relevant models in the field of Marketing Theory (Lin & Morais, 2009; Petrick et al., 2001; Sparks, 2007; Um et al., 2006). Despite rigid literature goes handy, destination personality would not only impact on tourists’ perceptions, but exerts a strong influence on revisit intentions (Ekinci & Hosnay, 2006; Ekinci, Sirakaya-Turk & Baloglu, 2007).

Although many studies suggest that cuisine experience impacts revisit intention. Research also claims that cuisine experience could be added as a significant element in Marketing theory and practice, particularly Tourism Marketing (Okumus, Okumus & McKercher, 2007; Quan & Wang, 2004). Studies related to Services Marketing explain that revisit intentions of the customers adds as one of the outcomes to psychological well-being (Lin, 2004; Lin & Liu, 2007).

Ekinci and Hosnay (2006) described that one of the measures of destination personality exerts a positive influence on favourable outcomes (for instance, revisit and repurchase intentions). Destination personality can be represented as the integration of several personality traits regarding a hotel setting. Another significant factor impacting intention to recommend is cuisine experience. Kivela and Crotts (2006), define cuisine experience as a blend of pleasure, enjoyment and relaxation.

Gilbert and Abdullah (2004) proposed that psychological well-being could be considered as a significant measure in the areas of Leisure and Hospitality. Past research explain, psychological well-being involve psychological traits in the form on happiness, quality of life and satisfaction. On the other side, the attributes of psychological well-being relate to the

customers' evaluation towards how he/she enjoys their life.

A recent literature concludes that destination personality adds as a significant measure in predicting intentions to revisit (Ekinici & Hosnay, 2006; Ekinici et al., 2007; Usakli & Baloglu, 2010). Lee et al., (2009) explained that cuisine experience lies on the perceptions of the hotel guests who experience the food; despite lack of evidence on the relationship between destination personality and cuisine experience. In addition, Quan and Wang, (2004) observed that cuisine experience reflects the self-identity of the brand (for instance hotel chain).

After reviewing the stringent literature available, the present study attempts to test the hypotheses mentioned below. Further, the conceptual framework of the study is depicted in Figure 1.

- **H₁:** Improved destination personality results of greater cuisine experience.
- **H₂:** More favourable destination personality results in maximum likelihood of intention to revisit in the future.
- **H₃:** Improved destination personality results to favourable psychological well-being among the hotel guests.
- **H₄:** More favourable cuisine experience results in maximum likelihood of intention to recommend to others.
- **H₅:** Favourable cuisine experience results in greater likelihood of psychological well-being.
- **H₆:** Higher levels of Psychological well-being positively affected revisit intention in the hotel setting.

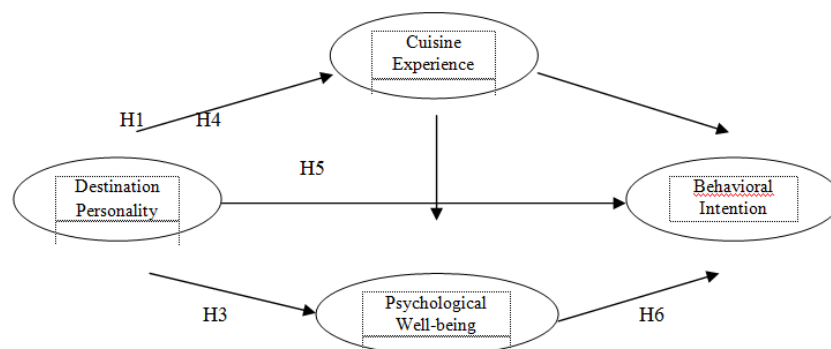


Figure 1: Proposed Conceptual Framework

METHODOLOGY

Sample

The sampling unit chosen for the research was the corporate travellers who visited Radisson Blu Hotels, a chain of Radisson Hotel Group located in the busy centre of Bengaluru. The sampling frame was selected since it provides wider access to airport gateways, and it has been considered the most solicited spots for the business corporate and leisure travellers. The location of the sample site was so popular because of the existence of Information Technology (IT) corridor nearby.

Development of Scale Items

Before proceeding with the survey, the researcher had referred various publications and developed a huge list of items pertaining to destination personality, cuisine experience, psychological well-being and behavioural intention (Ekinici & Hosnay, 2006; Lee et al., 2009). The scale items were further modified by removing the expendable items which

were no longer related to the study. It has resulted in the development of measures that fit the proposed model. A self-administered questionnaire was developed consisting of *five* sections. Firstly, scale items representing the destination personality include *four* constructs with 18 measures; secondly, scale items for cuisine experience include *two* construct with 12 measures; on the other hand, psychological well-being comprises *two* constructs with 14 measures; and finally behaviour al intention include *two* dimensions with four measures. Besides, socio-demographic profile (in the form of gender, age, education, occupation, length of their holidaying, the reasons of their holidaying, and nationality of the sample) included in the final section. The questionnaire was handed directly to the respondents and was asked to indicate their responses in the space provided. Since the scale, thus prepared was self-administered and structured one. A 5 point Likert scale was employed in the study in order to measure behaviour al intention (1 stands for *strongly disagree*; 2 indicate *disagree*; 3 highlighting the *neutral* rating; 4 being *agree*; and 5 indicate *strongly agree*).

Data Collection

Data were collected from the corporate travellers in the mid-winter season during late December, 2018. The winter season was preferred since the number of visitors dining at the hotel was largedue to the warm and cold climatic conditions when compared to other seasons. To proceed with the collection of data, the researcher moved on to the hotel guest and started inquiring to respond for the survey. The researcher thus moved to the next available subject when the former ignored the discussion. The process had continued till the researcher got the subjects who respond for it. On a whole, 347 respondents were been part of the sample, out of which respondents totalled to 315 were marked their response for all the items listed in the questionnaire and returned. It has resulted to a response rate of 90.7%.

RESULTS

Demographic Profile of the Respondents

Sample constituted to 52.2% of male respondents to female of 47.8%. Over 57.6% of the respondents were aged between 25 and 54 years, and the remaining make up approximated to 21.6% aging between 16 and 24, besides 20.8% of the sample were aged 55 and above. And, 34.5% of the respondents were graduated from a college or university. An enormous portion of the sample nearing 95.1% of the respondents enjoyed holidaying for leisure reasons; and, 96.7% of the respondents holidayed for three days or more. In addition, approximately 80.8% of the respondents were outside nationals.

Measurement Model

The study applied LISREL 8.2 software for the purpose of investigating the interrelationship among destination personality, cuisine experience, psychological well-being and behaviour al intention. It was observed from table 1that the measurement model was confirmed for the measures like destination personality, cuisine experience, psychological well-being and behaviour al intention. Moreover, destination personality includes was characterized by 4 items (ingenuous, healthy, noble, and nostalgic); cuisine experience could be described by using 2 items (health concern, life interest); psychological well-being was explained with 2 items (happiness, and satisfaction); and finally behaviour al intention comprises 2 items (intention to revisit, referrals). In addition, a scale item (noble) belonging to destination personality stood out since the normal range of Cronbach's alpha (0.70) was not met. Therefore, the measurement model after appropriate changes include 3 items for destination personality; and 2 items each for cuisine experience, psychological well-being and behavior al intention respectively.

Table 1: Factor Loadings, Average Variance Extracted for the Constructs

Items	Factor Loadings	AVE	Cronbach's Alpha
Destination Personality			
<i>Ingenuous</i>		0.45	0.87
Pleasant	0.74		
Calm	0.62		
Joyful	0.59		
Amiable	0.75		
Retro	0.69		
Classical	0.64		
Original	0.72		
Country	0.60		
<i>Healthy</i>		0.50	0.84
Happy	0.70		
Adorable	0.70		
Healthy	0.71		
Pleasing	0.74		
Spirited	0.70		
<i>Noble</i>		0.34	0.61
Modern	0.67		
Luxury	0.53		
Special	0.55		
<i>Nostalgic</i>		0.55	0.72
Traditional	0.77		
Nostalgic	0.72		
Cuisine Experience			
<i>Health concern</i>		0.46	0.88
Gather information on healthy diet	0.77		
Enjoy healthy diet	0.69		
Offers quality food	0.68		
It relates my personality	0.72		
Obtain a standing for healthy food	0.66		
Contacted through referrals	0.63		
Experienced the best restaurant	0.68		
Experienced the local food	0.67		
<i>Life interest</i>		0.47	0.79
The best place to enjoy with friends and family	0.72		
Dining experience is	0.65		

exciting			
Experienced an awesome lifestyle	0.81		
Experienced food based activity in the restaurant	0.58		
Psychological Well-Being			
<i>Happiness</i>		0.51	0.90
I like what I am	0.76		
I believe I could do what makes me happy	0.72		
I have zeal	0.70		
I feel like entertained	0.71		
I look amused	0.72		
I believe I could solve problem	0.72		
My future looks optimistic	0.73		
My intellect is fair enough	0.68		
<i>Satisfaction</i>		0.59	0.85
I take food that uplifts value	0.68		
I am satisfied with what I am	0.88		
I believe that I grew well all through	0.78		
I believe I had attained all possibilities	0.78		
I have reached my expectations	0.63		
Standards of living is outstanding	0.85		
Behavioral Intention			
<i>Intention to revisit</i>		0.57	0.72
Prefer to visit again	0.70		
Likely to be the future choice	0.81		
<i>Referrals</i>		0.77	0.87
People who search for stay	0.88		
Family/Friends/Relatives	0.88		

Factor loadings were significant at $p < 0.001$; AVE means Average Variance Extracted

Adequacy rate was also determined for the new measurement model to judge the goodness-of-fit. It has resulted to an acceptable limit of χ^2 value as 47.40 at 21 as degrees of freedom ($p < 0.001$). However, the model fitted to data: GFI = 0.97; NNFI = 0.97; CFI = 0.98; SRMR = 0.04; RMSEA = 0.06. It was observed that acceptable χ^2 was attained because of a very large sample. Besides, the t-value obtained for each measure was above the significant level: 1.96 ($p < 0.05$); and the construct reliability of the latent constructs was beyond 0.60 (i.e. 0.73, 0.63, 0.71, 0.87) (Hatcher, 1994). On the other hand, t-value for all the items stands significant, as it ranges between 9.56 and 18.84 (calculated values) and results in convergent validity (Anderson & Gerbing, 1988). An Average Variance Extracted test was also performed to

ensure discriminant validity for the latent constructs highlighted in the model. It was noted from the results that the discriminant validity for all the latent constructs was recommended. It has led to accept the measurement model for the four latent constructs with 9 items to test for structural model relationships.

Structural Model

Structural model was applied by using the maximum likelihood model. Results depict that goodness-of-fit estimate of the structural model fits well. The obtained χ^2 value was significant ($\chi^2 = 47.40$) at degrees of freedom ($df = 21$, $p < 0.001$; GFI = 0.97; NNFI = 0.97; CFI = 0.98; SRMR = 0.04; RMSEA = 0.06). Hatcher (1994) claimed that the variations between the measurement model and structural model ensure the acceptability of the structural relationships among the latent constructs. It was observed from the result that there exists a hypothesized relationship among destination personality, cuisine experience, psychological well-being and behavioural intention.

Hypothesis 1 (H_1), propose that higher levels of destination personality exerts a positive influence on cuisine experience (Beta coefficient = 0.51, $p < 0.001$), supporting H_1 . Hypothesis 2 (H_2), submit destination personality influences returning behavior were supported by (Beta coefficient = 0.22, $p < 0.01$). Subsequently, the beta coefficient between destination personality and psychological well-being was reported as 0.37, $p < 0.001$, thus supporting hypothesis 3 (H_3). And, the beta coefficients between cuisine experience and likelihood (revisit intention) was observed as (direct effect = 0.38, $p < 0.001$), which supports hypothesis 4 (H_4). On the other hand, hypothesis 5 (H_5), propound that favourable cuisine experience results to greater psychological well-being which was not supported as (Beta coefficient = 0.16, $p > 0.05$). Thus H_5 , stands rejected and could be assumed that cuisine experience exerts an indirect effect on psychological well-being. Finally, hypothesis (H_6), reads as higher levels of psychological well-being positively influences revisit intention, supported with (Beta coefficient = 0.69, $p < 0.001$). On a whole, research states that destination personality, cuisine experience, psychological well-being serve as antecedents for behavioral intention in the sample chosen. In other words, cuisine experience and psychological well-being were considered as mediating (intervening) variables between destination personality and behavioural intention.

Table 2: Confirmatory Factor Analysis of the Revised Measurement Model

Dimensions and Items	Factor Loadings	T-Value	Reliability
<i>Destination Personality</i>			0.73
Ingenuous	0.65	13.23***	
Healthy	0.77	12.85***	
Nostalgic	0.56	9.56***	
<i>Cuisine Experience</i>			0.63
Health concern	0.70	10.71***	
Life interest	0.68	11.00***	
Psychological well-being			0.71
Happiness	0.79	11.93***	
Satisfaction	0.68	10.61	
<i>Behavioral Intention</i>			0.87
Intention to revisit	0.78	14.63***	
Referrals	0.81	18.84***	

*Standardized factor loadings were significant at *** $p < 0.001$*

CONCLUSIONS

The research aims to develop and test the significant relationships of the constructs of behavioral intention in a hotel setting. The results reveal that positive relationships exist among destination personality, cuisine experience, and psychological well-being which serve as key indicators of behavioral intention. It was also evident from the study that destination personality exhibits a strong relationship with behavioral intention through cuisine experience and psychological well-being. However, cuisine experience exhibits an insignificant relationship on psychological well-being for the hotel guests who visited the study site during the survey period. This research provides a direction for the hotel managers to concentrate on enhancing the traits pertaining to service dimensions as it influence on satisfaction and finally on revisiting intention.

ACKNOWLEDGEMENT

I would like to thank Dr. N.Giri Babu, Associate Professor, for providing valuable inputs and suggestions for preparing this piece of research. I would gracefully acknowledge the guidance and support of Dr. T.Narayana Reddy, Associate Professor, without which the research would be incomplete. Sincere thanks to Jacob, Senior Manager, Radisson Blu Group of Hotels, Bengaluru for extending his time and help. And, finally I would like to acknowledge the respondents participated in the survey.

REFERENCES

1. Ajzen, I. (1991). *The Theory of Planned Behavior, Organizational Behavior and Human Decision Processes*, 50, 179–211.
2. Anderson, J., & Gerbing, D. (1988). *Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach*. *Psychological Bulletin*, 103(3), 411–423.
3. Baker, D.A., & Crompton, J.L. (2000). *Quality, Satisfaction and Behavioral Intentions*. *Annals of Tourism Research*, 27(3), 785–804.
4. Chi, C.G.Q., Pan, L., & Chiappa, G.D. (2018). *Examining Destination Personality: Its Antecedents and Outcomes*. *Journal of Destination Marketing and Management*, 9, 149–159.
5. Ekinici, Y., & Hosnay, S. (2006). *Destination Personality: An Application of Brand Personality to Tourism Destinations*. *Journal of Travel Research*, 45(2), 127–139.
6. Ekinici, Y., Sirakaya-Turk, E., & Baloglu, S. (2007). *Host Image and Destination Personality*. *Tourism Analysis*, 12(5/6), 433–446.
7. Gilbert, D., & Abdullah, J. (2004). *Holiday Taking and the Sense of Well-being*. *Annals of Tourism Research*, 31(1), 103–121.
8. Hatcher, L. (1994). *A Step-by-Step Approach to using the SAS system for Factor Analysis and Structural Equation Modelling*. Cary, NC: SAS Institute.
9. Kaspar, C. (1990). *A New Lease on Life for Spa and Health Tourism*. *Annals of Tourism Research*, 17(2), 298–299.
10. Kivela, J., & Crotts, J.C. (2006). *Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination*. *Journal of Hospitality & Tourism Research*, 30(3), 354–377.
11. Amoroso, D., & Ackaradejruangsri, P. A. J. A. R. E. E. (2016). *Exploring the adoption of mobile technologies in Thailand: Development of a research model*. *Journal of Business Management and Research*, 6(1), 19–28.
12. Lee, C.F., Ou, W.M., & Huang, H.I. (2009). *A Study of Destination Attractiveness through Domestic Visitors' Perspectives*.

The Case of Taiwan's Hot Springs Tourism Sector. Asia Pacific Journal of Tourism Research, 14(1), 17–38.

13. Li, M., Cai, L.A., Lehto, X.Y., & Huang, J. (2010). A Missing Link in Understanding Revisit Intention: The Role of Motivation and Image. *Journal of Travel & Tourism Marketing, 27(4), 335–348.*
14. Lin, C.H. (2013). *Determinants of Revisit Intention to a Hot Springs Destination: Evidence from Taiwan. Asia Pacific Journal of Tourism Research, 18(3), 183–204.*
15. Lin, C.H., & Liu, C.M. (2007). *The Influences of Hot Springs Tourists' Healthy Lifestyles on Psychological Well-being. Journal of Tourism Studies, 13(3), 213–233.*
16. Lin, C.H., & Morais, D.B. (2009). Transactional Vs. Relational Patronizing Intentions. *Annals of Tourism Research, 36(4), 726–730.*
17. Lin, J.L. (2004). *Examining the Motivations of Hot Spring Tourists in Taiwan: The Case of Taiwan (Doctoral dissertation). The Pennsylvania State University, USA.*
18. Mueller, H., & Kaufmann, E.L. (2001). *Wellness Tourism: Market Analysis of a Special Health Tourism Segment and Implications for the Hotel Industry. Journal of Vacation Marketing, 7(1), 5–17.*
19. Okumus, B., Okumus, F., & Mckercher, B. (2007). Incorporating Local and International Cuisines in the Marketing of Tourism Destinations: The Cases of Hong Kong and Turkey. *Tourism Management, 28(1), 253–261.*
20. Petrick, J.F., Morais, D.D., & Norman, W.C. (2001). An Examination of the Determinants of Entertainment Vacationers' Intentions to Revisit. *Journal of Travel Research, 40(1), 41–48.*
21. Ramesh, S., Thavaraj, H. S., & Ramkumar, D. (2016). *Impact of emotional intelligence on academic achievements of college students—a review. International Journal of Business Management and Research Vol. 6 (2), 25–30.*
22. Quan, S., & Wang, N. (2004). *Towards a Structural Model of the Tourist Experience: An Illustration from Cuisine Experience in Tourism. Tourism Management, 25(3), 297–395.*
23. Sparks, B. (2007). *Planning a Wine Tourism Vacation? Factors that help to Predict Tourist Behavioral Intentions. Tourism Management, 28(5), 1180–1192.*
24. Um, S., Chon, K., & Ro, Y. (2006). *Antecedents of Revisit Intention. Annals of Tourism Research, 33(4), 1141–1158.*
25. Usakli, A., & Baloglu, S. (2010). *Brand Personality of Tourist Destinations: An Application of Self-Congruity Theory. Tourism Management, 32(1), 114–127.*
26. Woodside, A.G., & Lysonski, S. (1989). *A General Model of Travel Destination Choice. Journal of Travel Research, 27(4), 8–14.*

